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FOR IMMEDIATE RELEASE: March 1, 2010

\$2.7 MILLION IN FEDERAL FUNDING EXHAUSTED FOR IOWA ENERGY EFFICIENCY APPLIANCE REBATE PROGRAM

CONSUMERS PLACED ON WAITING LIST BY REBATE CONTRACTOR

DES MOINES – Due to overwhelming response from Iowans all federal funding allocated to the State of Iowa for the Energy Efficient Appliance Rebate Program has been exhausted. The program-specific contractor web site and toll free number, managed by Helgeson Enterprises, Inc., was overloaded today by proactive Iowans wanting to benefit from reducing energy usage while saving energy dollars.

The website and toll-free number experienced system backlogs, however, all \$2,775,150 in approved federal stimulus funds were allocated to those Iowans who registered during the day. "In my 14 years working in the rebate processing business we have never experienced this type of enthusiastic response," said a Helgeson spokesperson.

After Iowa's funding was exhausted, the contractor continued to take calls and online registrations for approximately 4,500 Iowans to place them on a waiting list. The waiting list puts Iowa consumers in a "default queue" for those applicants that did not meet the rebate criteria and possible funds become available.

"Due to pre-launch excitement surrounding Iowa's program, Helgeson Enterprises more than doubled the resources we used to launch Georgia, a program that launched smoothly a few weeks ago with three times Iowa's budget," according to a Helgeson spokesperson. We will have the totals soon, but initial estimates indicate Iowa's volume generated ten times the calls and web transactions. Based on the response to the program, it is likely there are disappointed customers who did not earn Iowa's rebate, but there are very attractive retailer and manufacturer offers still available to those customers.

Consumers on a waiting list must purchase the qualified appliance and mail in their paperwork as soon as possible to be eligible if someone defaults on their rebate coupon. The order in which your paperwork is received by Helgeson Enterprises is the order in which customers will be awarded.

"Iowans have responded in a dramatic way to the offer of financial assistance to purchase highly energy efficient appliances," said Roya Stanley. "This tells us two important things. First, Iowans are ready to save money on their utility bills through energy efficiency. Second, Iowans are overwhelmingly seeking increased assistance in overcoming the first cost of highly efficient appliances."

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